

Master of Journalism and Mass Communications (M. J. M. C.)

The department offers two years Master Course in Journalism and Mass Communications leading to the degree of M. J. M. C.

SYLLABUS :

It covers twenty papers including dissertation and Viva Voce. The subjects of dissertation shall be assigned by the department. It shall have to be completed before or immediately after the examination as decided by the department.

ELIGIBILITY :

Those who have obtained the bachelor degree in any discipline of this University or any other University recognised equivalent thereto with 48% marks shall be admitted.

Admission is based on merit and aptitude test, plus interview. Marks obtained at Bachelor level are taken into consideration. Besides, candidates' general knowledge, fluency in English and flair for writing are considered.

After receiving and scrutinizing the applications, calls for entrance test are issued. Students will have to pay Rs. 25/- for the entrance test.

Those who have passed B. J. M. C. shall be admitted to Semester-3

ACADEMIC YEAR :

The first term normally starts during July-August. The prospectus is available, during this period, at a Price of Rs. 50-00.

Each question paper is divided into two parts. The first part of 20 marks is based upon Seminar, internal test and the journal work assigned to students. The actual semester paper is of 80 marks, and of three hours' duration. At the end of the dissertation, viva and the practical will be held.

MEDIUM :

The medium of instruction is Gujarati/English. However, a lot of reference material is available in English, and the students are expected to possess sound knowledge of English. Students are allowed to appear in the examination in English. They are permitted to adopt English during interview and seminars.

JOB OPPORTUNITIES :

A number of students are working successfully in various dailies & periodicals of Rajkot, Ahmedabad and Mumbai, including 'Gujarat Samachar', 'Sandesh', 'Fulchhab', 'Samkalin', 'Jansatta', 'Jai Hind', 'Akila', 'Sanj Samachar', 'Aaj Kaal', etc. Some have joined All India Radio and Doordarshan, while some students are working in information departments of State and Central Governments.

FACULTY :

Besides the regular faculty, a number of experts from various fields are invited as Guest Lecturers. These include Dr. Chandrakant Mehta, Kumarpal Desai, Hasmukh Baradi, Ramanlal Joshi, Hamiduddin Mehmood, Raman Pathak, Dhiraj Gosai, Vasant Joshi, Nalini Upadhyaya and Kalpak Trivedi.

Equipments :

The department possesses latest equipments in the field, including video projection, TV, VCR, and Computers. Students are provided basic training in Desk Top Publishing with the help of computers.

**Dept. of Journalism
Saurashtra University, Rajkot**

M.J.M.C.-Semester-1

Subject : Journalism and Mass Communication

Course No. 1 (Optional)

Marks-100

In Force from June' 2006

1. Principles of Mass Communication, Media Laws and Ethics-1

Concept of Communication and Process of human communication, functions of Communication, Verbal & Non-verbal communication, Intra-personal communication, inter-personal communication. Small group, public & Mass communication.

Models of communication : SMR, SMCR, shanon and weaver, Lasswel, Osgood, Dance, schramm. Gerbener.

Freedom of speech and expression, right to information, Law of defamation, Copy right act, Contempt of Court.

Communal writing and yellow journalism, Media's ethical problem including privacy, right to reply, Accountability and independence of media.

Course No. 1 (Optional)

Marks-100

1. Internatioanl Communication

Political, economic and cultural dimensions of international communication-communication and information as a tool of equality and exploitation-international news flow - imblance media growth-international, regional and internal disparities.

Communication as a human right, UNo's universal Declaration of human rights and communication-international news agencies and syndicates, their organizational structure and functions - a critique of western news values.

Course No. 2 (core)

Marks-100

2. Reporting, & Editorials-1

Sources of New-Qualities and duties of a good reporter, Interview, lead writing.

Editorial definition, Main components; functions.

Course No. 3 (core)

Marks-100

3. Editing & Management-1

What is Editing, General Principles, office organizations - News Editor & Editor - Qualifications and Responsibilities of editor - News Editor & Sub-Editor-definitions of news, factors affecting news value-Types of news.

Principles of media management and their significance-media as an industry & Profession. Ownership patterns of Indian mass media; Policy formulation; organization theory.

Course No. 4 (Optional)

Marks-100

4. Advertising and Public Relations.

Definitions, Evolution & Growth, Relevance of Advertising in the marketing mix, classification - national and global Advt. scene, Various media of Advt. - Socio-economic effects of Advt.

Definitions, origin and growth of P.R.-P.R., Publicity and propaganda P.R. Campaign, tools, planning & Research, P.R.

Course No. 4 (Optional)

Marks-100

4. Corporate Communication - 2

Strategic P.R. / CC and management : defining strategy and its relevance in public relations and corporate communication, campaign planning, management and execution-role of P.R. / CC in crisis communication and disaster management-Defining stakeholders and media selection - study of symmetrical and asymmetrical models in handling crisis. Building a distinct corporate identity : concepts, variable and process-making of house styles. (logo, lettering and process).

Course No. 5 (core)

Marks-100

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M.J.M.C.-Semester-2

Course No. 1 (Optional)

Marks-100

1. Principles of Mass Communication, Media Laws and Ethics-2

Nature & Process of Mass Communication, Media of mass communication characteristics and typology of audiences. Horizontal and Vertical communication-different approaches to communication studies-communication strategies, communication theory.

Parliamentary Privileges, Official secrets Act, Fundamental rights. Prasar Bharati Act, Cable Television Act, History of Press Laws in India, Cinemetograph Act-media and public interest litigation.

Role of Press and media councils and press ombusman-Press councils of India and its guidelines for press.

Course No. 1 (Optional)

Marks-100

1. Internatioanl Communication-2

Impact of new communication technology on news flow - Satellite communication-its historical background-status-progress-effects-information super highways-international telecommunication and regulatory organizations. UNESCO'Sefforts in removal of imbalance in news flow-debate on new international information and Economic order Mac-Bride commission's report-non-aligned news agencies news pool-its working, success, failure-Issues in international communication-democratization of information flow and media systems-Professional standards : communication research-telecommunication tariffs.

Course No. 2 (core)

Marks-100

2. Reporting, & Editorials-2

Types of Reporting : Political, Sports, Crime-film, Agricultural interpretative (purpose, techniques) investigative (Purpose, sources, styles, techniques) scoops, exclusive and specialized reporting-science reporting-economic reporting-development reporting-Reporting for magazines.

Types of Editorials, objective & functions.

Course No. 3 (core)

Marks-100

3. Editing & Management

Scrutiny of news, space & size Headlines, Sub-heads-synchronization, Terminology for photo-type setting-Death news-How to use reference library. Obituary, Rewriting-Proof reading, How to accommodate late news, Page-lay-out, Page design - pictures, cartoons-Main news and Fillers-Blue-prints.

Economics of print & electronic media-Advertiesment-Foreign Equity in Indian media & Press commissions of India, newspaper management structure.

It will have to be submitted before the end of the 4th Semester. Vivavoce will be conducted after finishing semester-4 as per convenience of external referee.

Course No. 4 (Optional)

Marks-100

4. Avertising and Public Relations.

Brand Image - Market positioning, Brand ambassador, Behavioural dynamics, Response variables, Social norms (ethics) for Advt., Regulations, T.V. and radio Advt., Ad. Agency and it's role.

P.R. in the India context. Economic development and P.R. Professionalism in P.R. - P.R. Counselling - Corporate P.R., Financial P.R.-P.R. in health, Education & agriculture, Internal Public magazines (House journals, Open houses, suggestion boxes, vido magazines) P.R. in crisis management, case studies, international P.R. Social Responsibility, P.R. and public opinion change. How to be a good P.R.O. ?

Course No. 4 (Optional)

Marks-100

4. Corporate Communication - 2

Strategic P.R. / CC and management : defining strategy and its relevance in public relations and corporate communication, campaign planning, management and execution-role of P.R. / CC in crisis communication and disaster management-Defining stakeholders and media selection - study of symmetrical and asymmetrical models in handling crisis. Building a distinct corporate identity : concepts, variable and process-making of house styles. (logo, lettering and process).

Course No. 5 (core)**Marks-100**

5. Attachment.

Each student will have to undergo this for a period of four weeks or more in any of the local media such as newspaper, magazines, radio, television, as decided by the department. After going through the period, each student will have to take the written exam. After the written exam, Viva will also be conducted.

M.J.M.C.-Semester-3**Course No. 1 (Optional)****Marks-100**

1. Research, Development and intercultural Communication-1

Meaning, concept and process of development - models - eastern, western, Indian, gandhian, Thories, demographic, cultural, social-Economic & Political profile, Indian society and development, Role of media, strategies, social, cultural and economic barriers-Agricultural communication, its Origin & growth, significance, Media & Agricultural growth, Definition & process of culture, culture as a social institution, Definition of inter-cultural communication, process, dimensions, Communication as a concept in eastern & western cultures, What is research ? steps of research - methods of research - Types of research, media. research, evaluation - feedback & Feed forward.

Course No. 1 (Optional)**Marks-100**

1. Communication Research-1

Definition-elements of Research-Scientific approach, research and communication theory-role-function-scope and importance of communication research, basic and applied research design components-experimental-quasi experimental, bench mark, longitudinal studies simulation-panel studies-corelational designs, Methods of communication research-census method-survey method, observation method-clinical studies-case-studies-content analysis.

Course No. 2 (core)**Marks-100**

2. Development of media-1

Language and society-development of language as a means of communication-invention of printing press and paper-Birth of Gujarati press-development of Gujarati press-Journalism history of Saurashtra and Gujarat.

Course No. 3 (optional)**Marks-100**

3. Electronic media-1

Radio as a mass medium, its history in India-Emergence of AIR, Television as a mass medium, its history in India, satellite & cable T.V. in India, Origin of Cinema-brief history of world cinema-silent & talkie Cinema-Brief history of Indian cinema.

Course No. 3 (optional)**Marks-100**

3. New Media Technology-1

Communication Technology (CT) : concept & Scope-CT and IT : Similarities and differences-telephony - electronic digital exchange - C-Dot pagers, Cellular Telephone - internet : Lan-Man-Wan-Email-Web. Ownership and administration of internet. ISPS WAP, type of internet connections - dial-up, ISDN, lease-line.

Course No. 4 (core)

Marks-100

4. Science Communication-1

Development of science journalism, meaning and concept of science journalism-Special significance of science communication in a backward country like India and also Saurashtra, obstacles in making science popular, role of print and electronic media, dominance of superstition-2004-year of scientific awareness-obstacles in science communication and the solution.

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M.J.M.C.-Semester-4

Course No. 1 (Optional)

Marks-100

1. Research, Development and intercultural Communication-2

Approaches to development, problems and issues in development, characterisitc of developing societies, development dichotomics, gap between developed and developing societies - Development Communication meaning - concept - definition - philosophy - process - theories - Agricultural Communication and rural development. Development support communication : Population and family welfare-health-education and society environment and development.

Language as a medium of cultural communication, linguistic aspects of inter-cultural communication, modern mass media as vehicals of inter-cultural communication, religious, Political & Economic pressure, impact of technology & globalization, mass media as cultural institution. Culture, communication and folk media, character, content & functions.

Media research as a tool of reporting. Readership and audience surveys, Preparation of research reports, Project reports. Dissertation and these-Methods of communication research. Public opinion surveys-Pre-election studies and Exit polls.

Course No. 1 (Optional)

Marks-100

1. Communication Research-2

Methods of Communication research-census method-observation method-survey method-clinical studies-case studies-content analysis. Tool of data collection : Sources, media source books Questionnaire and sheduales, people's meter-diary method-field studies-logistic groups. Focus groups-telephone surveys. Online polls. Random sampling methods and respresentiveness of the samples, sampling errors and distributions in the findings.

Media research-evaluation, feedback-feed forward-media habits-public opinion surveys-pre-election studies and exit polls.

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research.

Course No. 2 (core)**Marks-100**

1. Development of Media-2

Pioneer publications in USA and Europe-Early communication systems in India-development of printing-early efforts to publish newspapers in India-newspaper and magazines in the 19th century, first war of Indian freedom and press. Issues of freedom (press and politics) Birth of Indian Language press, contribution of Raja Ram Mohan Ray - birth of Indian news agencies. Indian press and freedom movement, Gandhi and his journalism - important newspapers in English and personalities of Indian journalism, James Hicky, Salient features of post independence press.

Course No. 3 (optional)**Marks-100**

3. Electronic media-2

Radio-It's social context, language script writing - talk - running commentary in Radio, feature - play - news & interviews.

Television the screen language, Visual and audio aspects, script writing, special audience programmes, Program production, soap opera.

Indian Cinema, its social impact, traditional media & cinema - prominent film makers and their films - world classics & their makers - film theories.

Course No. 3 (optional)**Marks-100**

3. New Media Technology..

Optical fiber : structure, advantage and application, protocols of internet-SLIP-CSLIP, TCP / IP ppp

Web page, websites - Homepages.

Introduction to HTTP, HTML, DNS, JAVA - browsing and browsers, bookmarks, searching through directory, search engine - search resources, video conferencing and telephony, e-commerce : m-commerce buying, selling-banking, advertising and internet. webpage development, inserting, linking-editing localing, promoting and maintaining a website. Cyber-journalism : Online editions of newspaper-management and economics-cyber newspapers-creation feed-marketin-online Editing, e-publishing.

Course No. 4 (core)**Marks-100**

4. Science Communication-2

Obstacles in science communication and the solution, role of science literacy in economic and social development, role of science communication in agriculture and rural development. as well as infrastructural developments and in reaching out to rural people, Right to know and science - communication, scientific awareness about solar eclipse, Astrology - Role of scientific awareness in health - features relating to science fiction - science magazines.

Course No. 5 (core) Marks-100

5. Dissertation.

As per the syllabus of the 3rd semester, the dissertation submitted in the 4th semester will be examined and viva-voce will be conducted thereafter.